

1 **SENATE CONCURRENT RESOLUTION NO. 57**

2 (By Senators Williams, Beach, Klempa, D. Facemire, Tucker and K.
3 Facemyer)

4
5 [Originating in the Committee on Transportation and
6 Infrastructure]

7
8 Requesting the Joint Committee on Government and Finance study the
9 implementation of a standardized highway signage program to
10 direct visitors to unique, tourist-oriented businesses in
11 rural West Virginia.

12 Whereas, Economic impact from direct travel spending in West
13 Virginia totaled \$4.38 billion in 2008; and

14 Whereas, In 2008, travel spending directly supported 44,000
15 jobs in West Virginia; and

16 Whereas, Millions of travel-related dollars are generated
17 annually in every West Virginia county (from \$1.3 million to \$729.3
18 million); and

19 Whereas, West Virginia's landscape, culture and history
20 present a tourism development opportunity in every county; and

21 Whereas, West Virginia tourism generated 14 million overnight
22 visitors and 40 million day-trip visitors in 2008; and

23 Whereas, West Virginia is situated within a day's drive of a

1 large proportion of the United States population; and

2 Whereas, The tourism industry serves as West Virginia's
3 front-line representatives to the traveling public; and

4 Whereas, Outdoor recreation pursuits in West Virginia far
5 outpace the national average; and

6 Whereas, Cultural and heritage tourism pursuits outpace the
7 national average; and

8 Whereas, Tourism attractions and activities positively
9 contribute to the quality of life for West Virginians; and

10 Whereas, Tourism attractions and activities therefore attract
11 businesses to West Virginia; and

12 Whereas, Unique, tourist-oriented businesses located in rural
13 areas of West Virginia provide cultural, historical, recreational,
14 agricultural, educational, entertainment or commercial activities,
15 services and products to the general public; and

16 Whereas, Many of these rural, unique, tourist-oriented
17 businesses derive a majority of their income from highway users
18 residing outside the immediate area of the business; and

19 Whereas, Visitors to West Virginia would benefit from a
20 standardized highway signage program specifically designed for
21 tourism to direct visitors to rural, unique, tourist-oriented
22 businesses and those businesses would benefit the same; and

23 Whereas, Because the continuing growth and development of West
24 Virginia's rural tourism economy is of major concern to all our

1 citizens, it is in the best interest of the State of West Virginia
2 to implement a plan to develop a standardized highway signage
3 program to direct visitors to rural, unique, tourist-oriented
4 businesses; therefore, be it

5 *Resolved by the Legislature of West Virginia:*

6 That the Joint Committee on Government and Finance is hereby
7 requested to study the implementation of a standardized highway
8 signage program to direct visitors to unique, tourist-oriented
9 businesses in rural West Virginia; and, be it

10 *Further Resolved,* That the Joint Committee on Government and
11 Finance report to the regular session of the Legislature, 2012, on
12 its findings, conclusions and recommendations, together with drafts
13 of any legislation necessary to effectuate its recommendations;
14 and, be it

15 *Further Resolved,* That the expenses necessary to conduct this
16 study, to prepare a report and to draft necessary legislation be
17 paid from legislative appropriations to the Joint Committee on
18 Government and Finance.